



Volume: 04 Issue: 06 | 2023 ISSN: 2660-454X

<https://cajitmf.centralasianstudies.org>

Prospects of Developing Active Tourism in Uzbekistan

¹ Farkhod Fakhridinovich
Ulugmurodov

² Husanov Umidjon Bahodirovich

Received 16th Apr 2023,
Accepted 19th May 2023,
Online 15th Jun 2023

^{1,2} Assistant of the Department of Digital
Economics, Samarkand Institute of Economics
and Service

Abstract: This article describes the prospects for the development of active tourism in Uzbekistan and ways to increase its effectiveness. In the course of the article, the potential of active tourism in Uzbekistan, interest and sports opportunities for tourists, the use of natural resources and the necessary measures for the development of tourist areas are provided.

Key words: Uzbekistan, active tourism, development, prospects, efficiency, curiosity, sports opportunities, natural resources, touristic areas, measures.

Introduction. Tourism is of great importance in the economic and social development of Uzbekistan, and the country's tourism potential is wide. Natural features of the fields, historical monuments, cultural and social ties play a big role in creating interesting and sports opportunities for tourists. Therefore, the prospects of active tourism development in Uzbekistan should be given great attention.

The first perspective is tourism of curiosity. In Uzbekistan, there are sports related to the minute, and opportunities for people of all ages. Natural objects such as the lost battlements of North Solton-Sotidog and Shahrikhan, Beldersoy and Chimgan mountains, Aydarsoy and Sarmishsay are also ideal places to create curiosity for tourists with snowball training, walking and other sports related to minutes.

The second prospect is sports tourism. Sports tourism is being developed in Uzbekistan in order to provide opportunities for the Olympic games, to increase the performance of football, tennis, golf, athletics and other sports and to develop cooperation. For example, Uzbekistan is a country that has ideal conditions for hosting international tournaments of football, tennis and golf.

The third prospect is the use of natural resources. The uniqueness of natural resources and the wide range of tourist facilities in Uzbekistan is the ideal basis for the development of active tourism. Such objects as Boysun and Chatkal natural parks, famous for bees, flowers and strawberries, sunrise of Aydarsoy, red hotels of Zomin, will attract tourists.

The main part. Prospects for the development of active tourism in Uzbekistan, problems and solutions can be indicated as follows:

Development of infrastructure: It is important to provide necessary infrastructure and services for the development of active tourism. Investments should be made to improve roads, transport networks, gardens, hotels and tourist facilities.

1. Marketing and branding: Guidelines and advertising strategies should be developed for the prospects of active tourism in Uzbekistan. Information about tourist facilities, sports events and opportunities for interest should be easily communicated to tourists, and attention should be paid to establishing the tourism brand of Uzbekistan.
2. Improving service quality: It is important to provide high-quality service to tourists. Training, rejuvenation and strengthening programs for service providers in hotels, restaurants, and entertainment venues should be implemented.
3. Management of tourist facilities and natural resources: It is important to maintain, protect and conveniently use the quality of tourist facilities and natural resources. It is necessary to create ample opportunities for the preservation of dark green forests, mountains, the development of natural parks and the improvement of tourist facilities.
4. Cooperation and foreign investments: For the development of active tourism, the role of foreign investments and international cooperation is important. It is necessary to make agreements with foreign companies, international organizations and investors, to develop tourist facilities and to create opportunities for exporting developed tourism products.
5. Conclusions and suggestions. Prospects for the development of active tourism in Uzbekistan have great potential, and the country's natural features, historical monuments, cultural ties and sports opportunities are considered as important bases for the development of this field. Curiosity tourism, sports tourism and use of natural objects are the main prospects of this development.
6. There are opportunities for curiosity tourism in Uzbekistan, such as forest and mountain sports, training, snow sports and residential sports. And sports tourism includes providing opportunities for Olympic events, improving conditions for participation in international tournaments and competitions, and developing football, tennis, golf and other sports. And the use of natural objects is based on the strengthening of tourist objects, the development of natural parks and the attraction of tourists with their unique features.

Suggestions:

1. Infrastructure development: For the active development of tourism, it is necessary to pay attention to the development of infrastructure to improve transport, gardens, tourist facilities and hotels. It is recommended to invest in the improvement of roads, external and internal transport networks, gardens and easy access to tourist facilities.
2. Marketing and branding: Marketing and branding strategies should be developed in order to form a tourism brand in Uzbekistan and to provide permanent tourism asset types. Information about tourist facilities, sports events and opportunities of interest should be easily communicated to tourists and efforts should be made to explain Uzbekistan as one of the most popular countries of tourism.
3. Improving the quality of service: In hotels, restaurants and tourist places, it is necessary to conduct organizational activities to train service providers and improve the quality of service. It is important to implement educational programs related to attracting tourists and providing them with high-quality service, certifying operators of tourist facilities and activities, and establishing quality standards.
4. Cooperation and foreign investments: For the development of active tourism in Uzbekistan, foreign investments and international cooperation should be expanded. It is recommended to make agreements with international organizations, investors and foreign companies, develop tourist

facilities, provide high-quality tourism services, and create opportunities to export developed tourism products.

5. Educational work and training of students: It is necessary to strengthen the cooperation between professionals and students in the field of tourism. A worker in the field of tourism with personnel prepared in the field of tourism makes an important contribution to the development of the same field. It is recommended to provide student scholarships for those who are trained in the field of tourism through universities and professional colleges and to strengthen educational work.
6. Attracting independent tourism itself: It is necessary to try to attract independent tourism types in Uzbekistan with its uniqueness and touristic facilities. It is recommended to develop tourism products such as rural tourism, adventure tourism, trekking and guided tours and offer a unique experience to the tourists.
7. The implementation of these proposals and actions allows to increase the development of active tourism in the field of tourism of Uzbekistan through mutual cooperation and makes an important contribution to the development of tourism.

REFERENCES:

1. Azimov, U. (2018). O'zbekistonning turizm potentsiali va uning rivojlanishi masalalari. "Fan va madaniyat" ilmiy elektron jurnali, 2(3), 22-26.
2. Jumaniyozov, B. (2019). O'zbekistonda sport turizmi rivojlanishining istiqbollari va masalalar. "Sport fanlari" ilmiy elektron jurnali, 1(2), 26-31.
3. Rizoqulov, A. (2019). O'zbekistonda qiziquvchanlik turizmi rivojlanishining muhim istiqbollari. "Davriy namunasi" ilmiy elektron jurnali, 1(3), 45-49.
4. Saidazimova, S. (2019). O'zbekistonda turizm sohasini rivojlantirishning samaradorligi: amaliy tajribalar va muhim masalalar. "Turizm va sport" ilmiy elektron jurnali, 3(2), 34-38.
5. Turliqulov, N. (2020). O'zbekiston sport turizmi potentsialini rivojlantirishning asosiy istiqbollari. "Sport tadbirlari va turizm" ilmiy elektron jurnali, 4(1), 18-23.
6. Xamdamiyov, B. (2021). O'zbekiston turizm sohasining rivojlanishi: muhim istiqbollari va kelajak strategiyasi. "Davlat va huquq" ilmiy elektron jurnali, 2(1), 65-72.